

**Notice of Intent to Apply for Coverage Under MS4 General Permit  
WPDES Permit No. WI-S050075**

Form 3400-NNN (R 2/06)

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NOTICE: This application form is authorized by section 283.37, Wis. Stats., and Chapters NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's internet site.

**Instructions:** Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (<http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm>). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

**Section I: Applicant Information**

Name of Municipality

**City of Green Bay**

Mailing Address

**100 N Jefferson St**

City

**Green Bay**

State

**WI**

Postal Code

**54301**

County(s) in which Applicant is located

**Brown**

Type of Municipality: (check one)

☐ County

☒ City

☐ Village

☐ Town

☐ Other (specify)

**Section II: Local Contact Information (check one):**

Name of Municipal Contact Person

**Edward E. Wiesner, P.E.**

Title

**Director of Engineering**

Mailing Address

**100 N Jefferson St**

City

**WI**

State

**WI**

Postal Code

**54301**

E-mail address

**edwi@ci.green-bay.wi.us**

Telephone Number (include area code)

**920-448-3100**

Fax Number (include area code)

**920-448-3102**

**Section III: Water Quality Concerns**

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: <a href="http://dnr.wi.gov/org/water/wm/wqs/">http://dnr.wi.gov/org/water/wm/wqs/</a> )
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: <a href="http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html">http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html</a> )

**Section IV: Area and Population Within the MS4**

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See <a href="http://www.epa.gov/npdes/pubs/fact2-2.pdf">http://www.epa.gov/npdes/pubs/fact2-2.pdf</a> )

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).

(Urbanized Area maps are available on the EPA web site at: <http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm>)

Total municipal area (in square miles): 46.08	Total municipal population (in year 2000): 102,767
MS4 service area within Urbanized Area (in square miles): 46.08	Municipal population within Urbanized Area (in year 2000): 102,767

**Section V: Potential Permit Exemption**

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Do you believe that the MS4 may be eligible for this potential exemption?

**Section VI: Summary of Municipal Storm Water Program Activities**

### **A. Public Education and Outreach**

Describe the public education and outreach program activities that the municipality will implement to comply with Section 2.1 for the MS4 general permit.

The City of Green Bay is an active member of the Northeast Wisconsin Stormwater Consortium (NEWSC). NEWSC's mission is to facilitate efficient implementation of storm water programs locally and regionally that will meet DNR and EPA regulatory requirements and maximize the benefits of storm water activities in the watershed by fostering partnerships, sharing information, seeking administrative efficiencies, and pooling financial resources.

As a NEWSC member, the City of Green Bay participated in the sponsorship of a Community-Based Social Marketing Workshop (CBSM), the implementation of a phone survey to over 400 area residents, promotion of storm water related public service announcements and an episode of an "It's Your Environment" television program.

The Community-Based Social Marketing Workshop was held on June 10, 2005 with Doug McKenzie-Mohr. Through this workshop community employees and area educators learned the basic components of Community-Based Social Marketing and how to incorporate these steps into local programs that change individual behaviors as they relate to storm water practices. Effective programs go "beyond brochures" examining the barriers and benefits of behaviors and building a foundation for successfully getting people to make behavior changes.

NEWSC implemented a phone survey of residents in the Brown, Calumet, Fond du Lac, Outagamie, and Winnebago counties. The phone survey was conducted by St. Norbert College from October 18 – November 7, 2005 and reached 404 area residents. The purpose for the survey was three-fold. The first was to evaluate the current storm water awareness level of area residents, including their knowledge of where storm water goes and what contributes to storm water pollution. The second was to gather data about individual behaviors affecting storm water by identifying the barriers, benefits, or motivations that affects these behaviors. Finally, information from the survey was intended to assist the Information and Education Committee (I&E Committee) in selecting target markets and create a focus for educational goals, tools, and practices.

NEWSC promoted storm water education to the public through the Fox Cities Viewpoint Public Service Announcements. These were aired on WHBY and reached a listening audience bounded on the west by Waupaca, the north by Marinette, the east by Manitowoc, and the south by Fond du Lac. The viewpoints were promoted from June – November 2005 and included storm water tips on the following topics: lawn mowing, car washing, lawn pesticides, lawn fertilizers, and leaves.

NEWSC orchestrated an episode of the "It's Your Environment" TV program to have a storm water focus. The episode was broken into 3 segments with a focus on state-level regulations, education, and local participation. It aired on Channel UPN 32, Saturday, December 17, 2005.

The City of Green Bay will submit a public education and outreach program to the DNR within 18 months of permit coverage. The City of Green Bay will use the NEWSC I&E plan as a model for suggestions on strategies to meet local educational goals, for guidance on how to develop the local I&E plan, and for insight on how to work with NEWSC to achieve local goals.

The public education and outreach program will include methods to promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.

The program will use the results from the 2005 Storm Water Survey to identify audiences and behaviors regarding proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste, and household practices. Additionally, the program will be geared toward the promotion of beneficial storm water practices including: onsite reuse of leaves and grass clippings, proper use of lawn and garden fertilizers and pesticides, management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways, infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.

The program will include processes to inform and, where appropriate, educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices. It will also include methods to identify businesses and activities that

may pose storm water contamination concerns and, where appropriate, educate specific audiences on methods of storm water pollution prevention.

The program will include the promotion of environmentally sensitive land development designs by developers and designers.

**NEWSC Resources:**

Topic Packets (include Public Service Announcement wording, tip sheet, UW Extension educational handout link) – available on the website on the following topics:

- Car Care
- Lawn Mowing and Watering
- Weeds and Pesticides
- Fertilizer
- Leaves
- Pet Waste
- 2005 Storm Water Survey Results – available on the website
- Model Information and Education Plan – in progress
- Nonpoint Education for Municipal Officials (NEMO) Presentations – available
- Erosion Control Training Package for 1 & 2 Family Dwelling Construction – available on the website

In addition to being a participating member of NEWSC, the City of Green Bay has been a sponsor and participant in the Fox-Wolf Watershed Alliance annual storm water management conference since 2001. This conference provides up-to-date information and education on storm water management for government official, engineers, planners and developers.

The City of Green Bay established a storm-stenciling program in program in 1997. This program is made available to residents, schools and community groups. The City of Green Bay provides stencils, paint and educational material. Most recently, the City of Green Bay partnered with Leadership Green Bay to complete a large storm stenciling project on the city's west side on April 22, 2005. Over 100 people participated in the event.

### **B. Public Involvement and Participation**

Describe the public involvement and participation program activities that the municipality will promote to comply with Section 2.2 of the MS4 general permit.

The City of Green Bay will submit a public involvement and participation program to the DNR within 18 months of permit coverage. The program will include public notification regarding the activities performed as part of the program and the participation and compliance of applicable state and local public notice requirements.

Currently, the City of Green Bay is working with the Baird Creek Parkway Preservation Association to address protection and restoration of the Baird Creek Parkway. This planning effort includes addressing storm water management issues in the parkway and in the drainage basin.

### **C. Illicit Discharge Detection and Elimination**

Describe the illicit Discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with Section 2.3 of the MS4 general permit.

The City of Green Bay will submit an Illicit Discharge Detection and Elimination Ordinance to the DNR within 24 months of permit coverage. The NEWSC Model Illicit Discharge Detection and Elimination Ordinance will be used as a base model. Once adopted, this ordinance will provide the necessary regulatory authority to detect and remove illicit connections and discharges to the MS4.

The City of Green Bay will submit illicit discharge response procedures to the DNR within 24 months of permit coverage. The City of Green Bay will use the Spill Notification Procedure to illustrate the flow of communication between the City of Green Bay and the DNR. The Spill Notification Procedure will include the names and contact numbers of those who should be involved in a spill situation. The procedure will require immediate notification of the DNR in the event of a spill or release of a hazardous substance. The City of Green Bay will update this information annually or more frequently if there are changes in management or personnel.

The City of Green Bay will create and follow a schedule for field screening of all major outfalls during dry weather periods. The field screenings will include visual observations and field analysis. The City of Green Bay will work with NEWSC to create standard visual observation sheets that will be used to streamline this process. Initial field screenings will be implemented within 36 months of permit coverage.

The City of Green Bay will submit a program for on-going dry weather field screening of outfalls to the DNR within 36 months of permit coverage.

The City of Green Bay will complete its storm sewer system mapping within 24 months of permit coverage. The storm sewer system mapping completed to date includes information on pipe location, pipe size, invert elevations, and location of outfalls. In addition, the City's GIS mapping systems contains information on land use, location of BMP's, drainage basins, soil type, environmentally sensitive areas, parks and parkways, stream locations, and location of public facilities.

**NEWSC Resources:**

- Model Illicit Discharge Detection and Elimination Ordinance – available on the website
- Model spill procedures notification flowchart – in progress
- Field Screening sheets – pending

#### **D. Construction Site Pollution Control**

Describe the construction site pollution control program authority and activities that the municipality will develop and implement to comply with Section 2.4 of the MS4 general permit.

The City of Green Bay adopted a Construction Site Erosion Control Ordinance (General Ordinance 68-90) in December 1990. This ordinance applies to land disturbing construction and land developing activities involving construction of houses, commercial, industrial, and public building; land disturbing activities involving the disturbance of 4,000 sq. ft or more; excavation or filling or a combination affecting 400 cu. yds. of soil; street and utility construction. This ordinance addresses the following:

- Sets requirements for site dewatering, waste and material disposal, tracking, drain inlet protection, and site erosion control.
- Requires the design, construction and maintenance of BMPs to meet the standards in the Wisconsin Construction Site Best Management Practice Handbook. (*NOTE: Ordinance needs to be revised to reflect new technical standards.*)
- Sets requirements for permit application, erosion control plan, and permit issuance and conditions.
- Requires erosion control plans to be reviewed and approved by the City and implemented prior to the start of construction or land disturbing activities.
- Requires permit holder to inspect erosion control measures at least once a week and after each ½ inch rainfall event, and to maintain a written record of the inspection and maintenance log.
- Gives the City's Inspection Department inspection and enforcement authority on site development and build construction sites.
- Gives the City's Department of Public Works – Engineering Division inspection and enforcement authority on street and utility construction in the public right-of-way.
- Sets enforcement procedures and penalties.

City of Green Bay uses a computerized complaint tracking system to track and respond to citizen complaints about construction site erosion control problem.

The City of Green Bay will review its ordinance with the construction site performance standards in NR 151, the model ordinance in NR 152, and NEWSC's model ordinance and will submit proposed changes, if necessary, to the DNR within 18 months of permit coverage. The proposed changes will be adopted within 24 months of permit coverage.

The City of Green Bay will submit construction site inspection and enforcement procedures to the DNR within 18 months of permit coverage.

The City of Green Bay will contact the Department of Commerce and request authorization to regulate erosion control at public buildings and places of employment within 18 months of permit coverage.

#### **E. Post-Construction Site Storm Water Management**

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with Section 2.5 of the MS4 general permit.

The City of Green Bay adopted its Storm Water Management Ordinance (General Ordinance 41-01) in December 2001. The ordinance addresses both water quantity and quality from new development and redevelopment. The ordinance sets runoff restrictions for 2, 10 and 100-year rainfall events and requires an 80% reduction in the discharge of total suspended solids from new development sites and a 40% reduction from redevelopment sites. The ordinance also encourages infiltration, requires pretreatment of runoff prior to infiltration, and sets runoff requirements from gas station and vehicle maintenance facilities.

Storm water management plans are reviewed as part of the site plan review process and requires that a maintenance agreement be recorded as a deed restriction on the property and is binding upon all subsequent owners of the property. Where regional storm water management facilities are constructed, developments that runoff will be managed by these facilities are exempt from the ordinance but must pay a fee to the City of Green Bay for their share of the cost to construct the facility.

The City of Green Bay will review its ordinance with the post-construction performance standards in NR 151, the model ordinance in NR 152, and NEWSC model ordinance and will submit proposed changes, if necessary, to the DNR within 18 months of permit coverage. The proposed changes will be adopted within 24 months of permit coverage.

The City of Green Bay will create and submit long-term maintenance procedures to the DNR within 18 months of permits coverage and will implement within 24 months of permit coverage.

#### **F. Pollution Prevention**

Describe the pollution prevention program activities that the municipality will implement to comply with Section 2.6 of the MS4 general permit.

The City of Green Bay has the following pollution prevention or activities in place:

- Comprehensive storm water management plan for the City that was adopted in the fall of 1999.
- Master plan for location of regional storm water management facilities.
- Street sweeping and de-icer management program.
- Operates two yard waste disposal facilities.
- A curbside fall and spring leaf and yard waste collection program.
- Operates two waste oil collection centers that are open to the general public on a daily basis.
- Operates a RV sanitary waste disposal site that is available to both residents and non-residents at no cost. Site is open from approximately mid-April to mid-November.
- Brown County Solid Waste Department operates a household hazardous waste disposal facility that Green Bay residents may use.

The City of Green Bay has hired Earth Tech to update its storm water management plan. Earth Tech will be completing an assessment (SLAMM modeling) to determine what storm water management practices are necessary to achieve a 20% reduction by March 10, 2008 and a 40% reduction by March 10, 2013 in the annual average mass of total suspended solids discharged by City's storm water system as compared to implementing no storm water management controls. The analysis will be completed in late 2006. Based on this assessment, the City of Green Bay will develop an implementation plan, which will include the retrofit of existing flood control facilities, to meet the pollutant-loading reductions.

The City of Green Bay will submit a pollution prevention program to the DNR within 24 months of permit coverage. This plan will include a schedule for routine maintenance of municipally owned and operated structural storm water management facilities to maintain efficiency. The plan will also include a schedule for routine street sweeping. Proper disposal of street sweeping and catch basin cleaning waste and road salt/deicer use will also be addressed.

The program will also include City of Green Bay's plans to ensure proper management of leaves and grass clippings and application of lawn and garden fertilizers on municipally controlled properties. This includes site-specific nutrient application schedules based on appropriate soil tests. Procedures will include storm water pollution prevention planning for municipal garages, storage areas and other sources of storm water pollution from municipal garages. The

City of Green Bay will adopt measures to reduce municipal sources of storm water contamination within source water protection areas.

The City of Green Bay will continue to evaluate storm water training opportunities for staff and elected officials.

NEWSC Resources:

NEMO PowerPoint presentation – NEWSC Coordinator

**Section VII: Certification**

Certification: I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

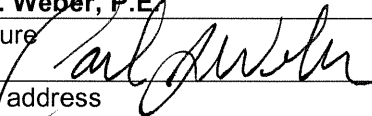
Authorized Representative Name

**Carl J. Weber, P.E.**

Title

**Director of Public Works**

Signature



5/31/06

E-mail address

**carlwe@ci.green-bay.wi.us**

Telephone Number (include area code)

**920-448-3100**

Fax Number (include area code)

**920-448-3100**

Return this completed form to:

Wisconsin Department of Natural Resources

Storm Water Program – WT/2

PO Box 7921

Madison, WI 53707-7921